

### **AMENDMENTS TO THE CLAIMS**

Following is a complete listing of the claims pending in the application, as amended. Additions are delineated by underlined words and deletions are delineated by strikethrough words

1. (Original) A method for managing opt-out or unsubscribe information comprising collecting an e-mail address and contextual information for a user; storing the e-mail address and contextual information in a database; processing the e-mail address and contextual information for rule-based and learning-based use; and distributing or sharing the e-mail address and contextual information, and derived processed data to an entity entitled to such information, at intervals or upon request.
2. (Original) A method as recited in claim 1, wherein the act of collecting opt-out or unsubscribe e-mail information includes:  
input from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.
3. (Original) A method as recited in claim 1, further including:  
configuring the act of collecting opt-out or unsubscribe e-mail information.
4. (Original) A method as recited in claim 1, further including:  
selecting a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.
5. (Original) A method as recited in claim 1, further including:  
utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.
6. (Currently amended) A method as recited in claim 5, further including:  
configuring the definition of "legal standards" or "best practices[.]";  
querying in real time whether sending a particular e-mail conforms to "legal standards" or "best practices" for each e-mail address.
7. (Original) A method as recited in claim 1, further including:  
utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.
8. (Original) A method as recited in claim 1, further including:

utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

9. (Original) A method as recited in claim 1, further including:  
utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

10. (Original) A method as recited in claim 1, further including:  
utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

11. (Original) A method as recited in claim 1, further including:  
utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

12. (Original) A method as recited in claim 1, further including:  
utilizing the database and processing mechanisms for e-mail list "cleaning" of addresses to be removed.

13. (Original) A system for managing opt-out or unsubscribe information comprising:  
means for collecting an e-mail address and contextual information for a user;  
means for storing the e-mail address and contextual information in a database;  
means for processing the e-mail address and contextual information for rule-based and learning-based use; and

means for distributing or sharing the e-mail address and contextual information, and derived processed data to an entity entitled to such information, at intervals or upon request.

14. (Original) A system as recited in claim 13, wherein said opt-out or unsubscribe system is a sub-system of a system which also sends e-mail.

15. (Original) A system as recited in claim 13, wherein said opt-out or unsubscribe system is a sub-system of a system which also provides e-mail list management functions.

16. (Original) A system as recited in claim 13, further comprising means for collecting opt-out or unsubscribe e-mail information from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.

17. (Original) A system as recited in claim 13, further comprising means to configure the method for collection of opt-out or unsubscribe e-mail information.

18. (Original) A system as recited in claim 13, further comprising means to select a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail,

Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

19. (Original) A system as recited in claim 13, further comprising means for utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

20. (Currently amended) A system as recited in claim 19, further comprising means to define or configure "legal standards" or "best practices[.]" and to query in real time whether sending a particular e-mail conforms to "legal standards" or "best practices" for each e-mail address.

21. (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

22. (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

23. (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

24. (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

25. (Original) A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

26. (Original) A system as recited in claim 20, further comprising means for utilizing the system for e-mail list "cleaning" of addresses to be removed.

27. (Original) A computer program embodied on a computer readable medium for managing opt-out or unsubscribe information, the computer program code comprising:

- a code segment for collecting an e-mail address and contextual information for a user;
- a code segment for storing the e-mail address and contextual information in a database;
- a code segment for processing the e-mail address and contextual information for rule-based and learning-based use; and

a code segment for distributing or sharing the e-mail address, contextual information, and derived processed data to an entity entitled to such information, at intervals or upon request.

28. (Original) A computer program as recited in claim 27, further comprising a code segment for collecting opt-out or unsubscribe e-mail information from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.

29. (Original) A computer program as recited in claim 27, further comprising a code segment to configure the means for collection of opt-out or unsubscribe e-mail information.

30. (Original) A computer program as recited in claim 27, further comprising a code segment to select a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

31. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

32. (Currently amended) A computer program as recited in claim 31, further comprising a code segment to define or configure "legal standards" or "best practices[.]" and to query in real time whether sending a particular e-mail conforms to "legal standards" or "best practices" for each e-mail address.

33. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

34. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

35. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

36. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

37. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

38. (Original) A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms for e-mail list "cleaning" of addresses to be removed.